Pacific Northwest Bell

Room 701
Sixteen Hundred Bell Plaza
Seattle, Washington 98191

Dear Customer:

Your copy of our latest catalog, "The Famous Phones in Your Life," is enclosed. In addition to finding our complete up-to-date line of telephone styles and colors, you will also find information on new telephone services.

Phones to match your lifestyle - moods - and decor. Telephone services that will add convenience, security and style to your way of living. It's all in the catalog and you select the service just right for your family.

You'll find ordering your new service is a snap. Just complete the enclosed order form and return it - or simply call the toll free number listed on the order form. Or better yet why not visit one of our PhoneCenter Stores where all the equipment is on display.

To help with your selections and to answer any questions you may have, one of our representatives will call you. We're looking forward to helping you.

Cordially,

Kathe Fowler

Kathe Fowler
Residence Services

P.S. The Bell System equipment and service as described in the catalog are only available to customers located within the telephone service areas of a Bell System Company. If you are not in a Pacific Northwest Bell area no additional contact will be made, but thank you for your interest.

The time is gone when a telephone was just something you talked into.
Today, your phone has got something to say about you.

THE FAMOUS PHONES IN YOUR LIFE

Pacific Northwest Bell

PHONES FOR THE CLASSIC, YOU ELEGANT ROMANTICS.

You want a phone with a special style that's never out of fashion, forever elegant and always right.

The grace and beauty of our famous classic telephones warrant your attention.

Mediterranean

The Romance of the Mediterranean.** The traditional French cradlephone a lá Mediterranean with dark colors and distinctive design. A simulated carved dark wood finish is accented by a black and gold-plated handset, gold-plated trim and "wrought iron" decoration. Rotary dial only.

Early American

American Elegance. The classic *Early American*** is a cradlephone with American elegance and grace. A simulated maple base is proudly crested by an American Eagle insignia, and a black and gold-plated handset. Rotary dial only.

Coquette

The Intimate Coquette.† The delicate *Coquette* for those rooms and times when a flirt with elegance is all that is needed. A French cradlephone in white with gold-tone trim, the *Coquette* displays a cameo lady centered in the rotary dial, while below a filigree name plate can personalize the phone for you. Rotary dial only.

French Provincial Luxury. A perfect example is the *Antique Gold*** cradlephone, (pictured left), an ornate phone of gold-plated figures with ivory trim. This is a first cousin to the glamorous French cradlephone. Rotary dial only.

The classic phone for your style is available by filling out and mailing the enclosed order form. Or call our toll-free numbers: 1-800-552-7218 in Washington, 1-800-426-0556 in Oregon and Idaho.

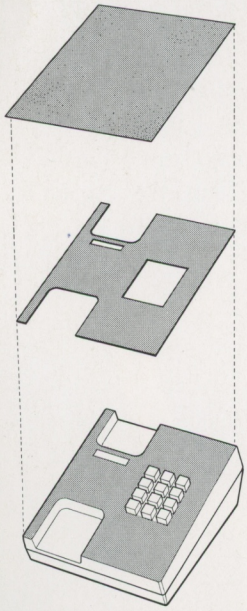
Antique Gold

PHONES FOR THE ARTIST, YOU CREATIVE GENIUSES.

Exeter (with simulated alligator trim)

You want a phone that shows off your creative abilities. A phone that says you've done more than just selected a phone — you've designed it!

Design Your Own Exeter.* If you want to design your phone with a more formal look, the *Exeter* offers many choices. The white *Exeter* includes three decorator faceplates (grasscloth, floral or iridescent), or use your own needlework, material or wallpaper. The *Exeter* is also available in white with a black and silver etched metal faceplate. For a more tailored, masculine look, choose the Chocolate Brown simulated alligator set. Available with rotary dial or Touch-Tone® service.



1. Cut decorative material and press onto faceplate.

2. Cut away excess material.

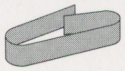
3. Press into place on phone set.

The Creatively Designed Accent.* Is your head filled with ideas on how you would like your phone to look? Do you want something casual, but definitely you? Then consider the *Accent.* It's available in a bright Buttercup Yellow with simulated wicker trim, or Amsterdam Blue with delft applique. If you really want to go all out, choose the white Creative Designer model. It comes with three trim strips (grasscloth, floral and iridescent), or you can use your imagination. Custom decorate with your own wallpaper, fabric or needlepoint. For all you sports fans, strips with the logos and colors of major Pacific Northwest sports teams are available, too. Rotary dial or Touch-Tone®.

Accent (with simulated wicker trim)

The designer phone to meet your creative needs is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

1. Use decorative material approximately 1-9/16″ × 25″



2. Press onto wraparound faceplate.

3. Press into place on phone set.

Accent (Creative Designer model with grasscloth)

PHONES FOR THE FAMOUS CELEBRITY, YOU RADIANT STARS.

You want a phone that says you're not ordinary — you stand out from the crowd. Phones with a little notoriety. Phones that are interesting and exciting.

The Celebrity,* for obvious reasons. Show your refined style with the *Celebrity.* Dazzle them with ivory and gold-plated trim, or light blue with chrome trim. Rotary dial only.

The Star of Yesteryear, a Star Again Today: The Candlestick.* If your style is lively, The *Candlestick* phone will fit right in. A famous phone over the years. A bit of nostalgia from the flapper era. A real conversation piece for your bar, bedroom, or family room. Choose Stars and Stripes, black or ivory. Rotary dial only.

Candlestick

Sculptura

The Star of Tomorrow: Sculptura.* A brand new star on its way to becoming tomorrow's famous phone, the *Sculptura* is a perfect match for your modern flair, combining stylish design and space-saving practicality. *Sculptura* is an art object you'll be proud to display. Available in brown, yellow, and white. In Touch-Tone® or rotary dial.

The famous phone for you is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

Celebrity

PHONES FOR THE COMIC, YOU MADCAP ZANIES.

You want a phone that'll keep 'em laughing. You want a good time and lots of fun. Take a look at our good time phones.

The Snoopy and Woodstock Phone††† will keep you and your friends smiling. Snoopy holds out the phone and his head turns from left to right. Great for all Snoopy lovers and collectors. Choice of rotary dial or Touch-Tone® service.

Let Mickey give you a hand. Think what a terrific team you and Mickey would make. America's most lovable character is now everyone's favorite phone. Get *The Mickey Mouse Phone*†† for the fun of the whole family. In a family room, den or bedroom, it's a big attention getter. The set and its sturdy wood-like base stand a full 15″ tall. Choice of rotary dial or Touch-Tone® service. (Mickey is pictured on the back cover.)

Your fun phone is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

The Snoopy & Woodstock Phone

CUSTOM CALLING SERVICES

Custom Calling Services allow you to utilize your phone more fully. There are four basic services:

1. Call Waiting lets you know when someone is trying to reach you when you're already on the phone. When a second call comes in, there will be two short beeps that only you can hear. You can put the first party on hold while you answer the second, and even switch back and forth.

2. Call Forwarding lets you transfer calls you're expecting to another phone. You don't have to sit home waiting for an important call. Great for emergencies and security — no one knows you're not home.

3. Three-Way Calling lets you talk to two people at two different numbers at the same time. Good for meetings or those special long distance calls.

4. Speed Calling lets you program your phone to rapid dial either 8 or 30 frequently called numbers. All you do is press one or two digits and your call speeds through.

YOUR BELL SYSTEM CREDIT CARD

When you're away from your home or office and need to call Long Distance, a Bell System Credit Card is the quick, convenient way to have the charges billed to you. You'll never have to worry about having change at a public telephone or making special pay-back arrangements with a friend. Best of all, there's no time wasted—the call goes right through. Standard charges for operator-assisted calls apply.

You can use your Credit Card anywhere in the United States, Canada and for calls back to the U.S. from most places in the world. It's a traveling companion you'll always appreciate.

There's no charge for the card, and your Service Representative will be happy to arrange to have one or more (for other members of your household) sent to you. Mark the credit card box on the order form and your cards will be sent free of charge.

INSTALLMENT BILLING PLAN

For your convenience, an installment billing plan is available for most one-time charges (such as installation fees, Design Line* telephones, etc.). Just check the box on your order form to let us know you're interested or mention it to one of our representatives when you call in.

HOME PHONE CONSULTING SERVICE

If you're thinking about putting in new phones or you're curious about our new products and services, why not give us a call? Our Home Phone Consulting Representatives can help you plan the phone service best for you.

They can give you expert advice on what services or telephones match your lifestyle, your decor, and your pocketbook. They'll be glad to answer your questions. And they can tell you all about the variety of products and services available to you now. You just might be surprised!

Just check the appropriate box on the enclosed order form, and one of our Home Phone Consulting Representatives will contact you. Or call directly on our toll-free numbers: Washington, 1-800-552-7218; Oregon & Idaho, 1-800-426-0556.

THE FAMOUS PHONES IN YOUR LIFE

PRICE LIST

Extension Telephone Rate

		Monthly Rate
Page 11	All extension phones are subject to a monthly service charge.	$ 1.25 per phone

Touch-Tone® Service

			Monthly Rate
Page 11	There is a monthly *"Access line"* fee for Touch-Tone service. Each Touch-Tone set has an individual set charge per month.	Access line	$ .50
		Each individual set	.65

Princess® Telephone

	Monthly Rate
Page 11	$ .75

Trimline® Telephone

	Monthly Rate
Page 11	$ 1.00

Custom Calling Services

		Monthly Rate
Page A	Call Waiting	$ 1.50
	Call Forwarding	1.50
	Three-Way Calling	1.50
	Speed Calling (8 numbers)	1.50
	Speed Calling (30 numbers)	2.25

Package prices are available. Call your Business Office or our toll-free numbers for details.

Touch-a-matic®

		Monthly Rate
Page 14	Touch-a-matic 16	$ 7.95
	Touch-a-matic 32	15.00

Traditional Desk Phone

	Monthly Rate
Page 11	Included in basic service rate

Wall Phone

	Monthly Rate
Page 11	Included in basic service rate

Bellboy®

		Monthly Rate
Page 14	Available in most areas. Please call your local Business Office or our toll-free numbers for more details.	$16.50 to $19.50

Rates vary depending on your area. Special features average an additional $2.50/month each.

Telephone Jacks

	Monthly Rate
	No charge

Bell System Credit Card

	Monthly Rate
Page A	No charge

Handicapped Aids

		Monthly Rate
Page 14	Volume control handsets	
	For impaired hearing	$ .75
	For weak speech	.75
		Purchase Price
Page 14	Artificial Larynx	$ 61.80
Page 14	Hearing Aid Adapter	11.20

Other services are available. Call your Business Office or our toll-free numbers to discuss your special needs.

Design Line* Telephones

		Purchase Price
Page 3	Antique Gold**	$140.00
Page 3	Coquette†	105.00
Page 3	Early American**	135.00
Page 3	Mediterranean**	135.00
Page 4	Accent*	70.00
Page 4	Exeter*	65.00
Page 6	Candlestick***	
	Black or Ivory	85.00
	Stars and Stripes	87.50
Page 6	Celebrity*	85.00
Page 6	Sculptura*	70.00
Page 8	The Mickey Mouse Phone††	110.00
Page 8	The Snoopy & Woodstock Phone†††	110.00
Page 9	Noteworthy*	82.00
Page 10	Chestphone**	130.00
Page 10	Stowaway*	150.00
Page 10	Telstar*	110.00

Design Line Limited Warranty Statement

The Telephone Company will supply a six-month limited warranty on the Design Line telephone housing. And since all the working parts remain the property of the Telephone Company, there is no charge for repairs on them.

A copy of the written limited warranty applicable to the Design Line set housings can be obtained, upon request and without charge, by writing or calling your Telephone Company Business Office. In addition, a copy of the written limited warranty will be provided to you upon purchase.

Note

Installation and one-time charges for the above services vary, based on telephone equipment, wiring, etc., that exist in the residence and on the extent of work needed to complete your order.

Rates, prices and model availability are subject to change. Charges quoted are plus tax, if applicable.

Not all services are available in all exchanges.

* Trademark of American Telephone and Telegraph Company.

** Trademark of American Telecommunications Corporation.

*** Registered Trademark of American Telecommunications Corporation.

† Trademark of Kinsho-Mataichi Corporation. Housing manufactured by Fujikuro Plastics Co. Ltd.

†† Walt Disney Productions Housing produced by American Telecommunications Corporation.

††† Housing manufactured by American Telecommunications Corporation, PEANUTS Characters© 1958, 1965. United Features Syndicate, Inc.

FOLD AND SEAL

THE FAMOUS PHONES IN YOUR LIFE

EASY ORDER FORM

Now that you've seen how Pacific Northwest Bell telephones can fit your lifestyle, here's an easy way to order your own famous phones. Just complete the form below with the information in the price list, fold, seal and mail. We'll pay the postage and immediately get in touch with you when your order arrives to discuss it with you personally.

For even quicker service, call our toll-free numbers: 1-800-426-0556 for Oregon and Idaho customers or 1-800-552-7218 for Washington customers.

Name _____

Address _____

City _____ State _____ Zip _____

Area Code _____ Phone Number _____

Quantity	Page	Description	Touch-Tone	Rotary Dial	Color/Option	Price

☐ I'm interested in the Installment Billing Plan. Please give me more details when you call.

☐ I would like _____ Bell System Credit Cards.

☐ I'd like to take advantage of your free Home Phone Consulting Service. The most convenient time to call me is:

Day _____ Time _____

☐ I'd like more information on Special Phone Services for Special Needs.

Please let us know if a friend would like to receive a catalog.

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

CALL TOLL-FREE
Oregon and Idaho Customers: 1-800-426-0556
Washington Customers: 1-800-552-7218

FOLD HERE

Pacific Northwest Bell

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 247, SEATTLE, WA

POSTAGE WILL BE PAID BY ADDRESSEE

Pacific Northwest Bell
Room 701, Sixteen Hundred Bell Plaza
Seattle, Washington 98191

FOLD HERE

PHONES FOR THE PLANNER, YOU FUN-LOVING SOCIAL DIRECTORS.

You want a phone as organized as you are, and as efficient. Here's noteworthy advice.

Noteworthy

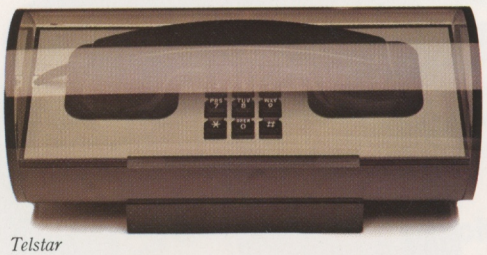
Extremely Noteworthy.* The *Noteworthy* is possibly the most practical phone ever designed. You have your choice of an interchangeable cork or magnetic blackboard face to suit your planning style. There's a pencil or chalk tray on top of the set. Inside is storage for your phone directory, which easily pulls out for handy use. The handset is adaptable for left or right hangup, whichever you prefer. It comes in yellow, rust, brown with simulated walnut trim, or white with simulated oak frame. Choice of Touch-Tone® or rotary dial.

The practical phone for your organized style is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

PHONES FOR THE TYCOON, YOU RUGGED INDIVIDUALISTS.

Phones that say you're all business, and successful.

Telstar:* Like Yourself, Unique and Contemporary. The phone of the future. Efficiently designed, the *Telstar* features a roll-back smoked grey dust cover, brushed chrome surface and a black base and handset. Available in Touch-Tone® or rotary dial.



Telstar

The Management Tool: The Chestphone.** At first glance, there's nothing to tell you it's a phone. Just a handsome chest sitting on your desk or table. The *Chestphone* is as ideal for the living room or den at home as it is for the office. During calls the top stands open, the handset is on a retractable cord. Choose the carved simulated walnut model with beige handset and interior, or the black vinyl with simulated walnut trim and black handset and interior. Touch-Tone® or rotary dial service.

Chestphone

Executive Timber: The Stowaway*. The *Stowaway* is a magnificent addition to any executive office, or ideal for the living room or den with contemporary style. It looks like a fine piece of furniture — until you want to use the phone. The top drops back out of sight and the *Stowaway* is all business. It's available in two handsome styles, both in natural woods: the Mediterranean-styled chestnut finish with gold-tone trim, or the contemporary oiled-walnut with silver-tone trim. Both have ivory interiors with retractable cord. Touch-Tone® or rotary dial.

Stowaway

The executive phone for you is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

THE WALL
What's News

HOW WE FIT OUR PHONES TO YOUR LIFESTYLE.

Now that you've had a chance to look at all the famous phones available through your PhoneCenter Store or this catalog, we'd like to ask you to take a moment and think about your lifestyle.

Close your eyes and visualize your home. Is there someplace you always seem to be when the phone is ringing at the other end of the house?

That's where you need an extension phone.

To save steps in work areas such as the kitchen, workshop or sewing room, you need an extension. And for security and privacy in the bedroom, den or bathroom, you need an extension.

And all the phones in this catalog are available as extension phones.

Your Home Phone Consulting Representative will be happy to help you plan your extension needs. Just check the appropriate box on the enclosed order form, and they will contact you. Or call directly on our toll-free numbers: Washington, 1-800-552-7218; Oregon and Idaho, 1-800-426-0556.

Having the phones you need, in whatever rooms you need them, is an important part of comfortable living.

The Trimline.® Puts everything right in your hand: a lighted rotary dial or lighted Touch-Tone® buttons and a recall button so you can disconnect and make another call without hanging up. Best of all, the *Trimline* goes anywhere. It's small, so a desk model Trimline can be tucked into a bookcase, or on a shelf. It's perfect for small end tables. Or choose the wall model for that handy spot beneath your cabinets. Available in our standard colors, plus brown and rust. Touch-Tone® or rotary dial.

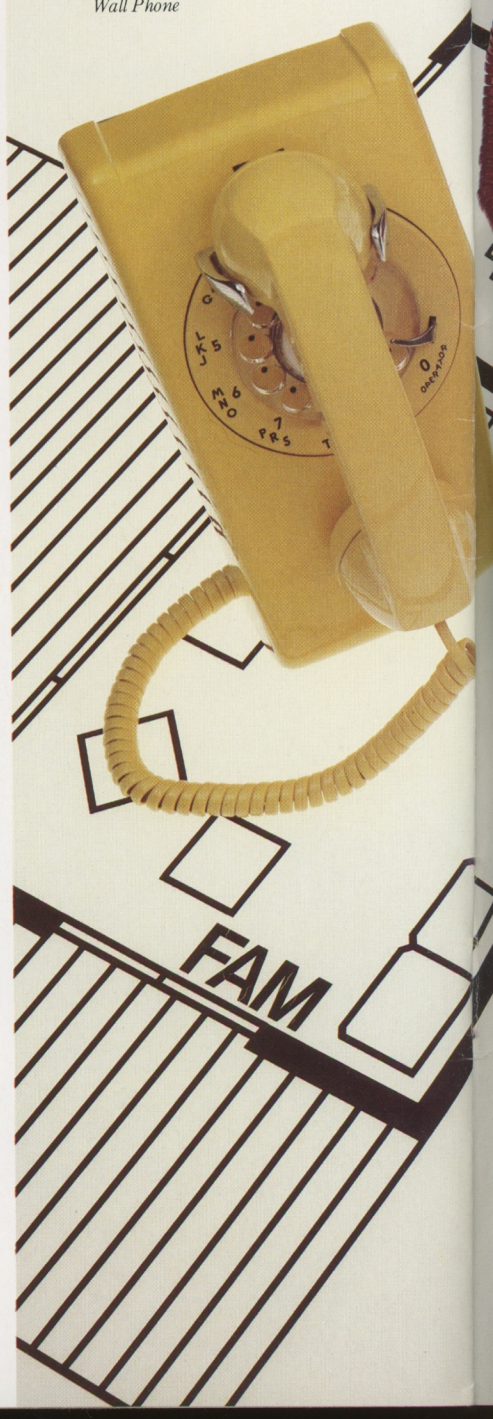
The Princess.® Compact and regal, the *Princess* is ideally suited for your bedroom, living room, foyer, den or family room. Its dial or Touch-Tone® buttons glow softly, providing a comforting night light (with on-off switch in base). When you remove the handset, the light automatically brightens to make night dialing easier. Desk model only. Touch-Tone® or rotary dial. Eight standard colors.

The Traditional.* The basic telephone, in a choice of Touch-Tone® or rotary service. For people who take pride in having the latest in modern conveniences, Touch-Tone® service gives the *Traditional* phone a whole new look, and a whole new speed. It's easy and accurate, too. Comes in 8 standard colors.

The Wall Phone. Busy locations need wall phones. When table or counter space is limited, a *Wall Phone* is a convenient choice. Easy installation within reach of any work area and a standard 12 foot cord makes the *Wall Phone* a natural for your kitchen, laundry, workshop or bathroom. Choose a Touch-Tone® or rotary dial model in 8 standard colors.

The popular phone for your lifestyle is available by filling out and mailing the enclosed order form. Or call our toll-free numbers.

Mustard Yellow Rotary Dial Wall Phone



Standard Phone Colors

White	*Black*
Aqua Blue	*Moss Green*
Ivory	*Sand Beige*
Mustard Yellow	*Dark Red*
Rust†	*Brown†*

†Trimline only.

*Ivory Celebrity**

Aqua Blue Touch-Tone® Wall Phone

*Dark Red Touch-Tone Traditional**

*Amsterdam Blue Touch-Tone Accent**

Brown Trimline® Wall Set

Moss Green Touch-Tone Princess®

Rust Touch-Tone Trimline®

SPECIAL SERVICES FOR SPECIAL NEEDS.

Telephone company services go far beyond the phones and services in this catalog. Below is a brief listing of the special services offered by Pacific Northwest Bell. To find out if a particular service is available in your area, check the Special Phone Service box on the enclosed order form.

Touch-a-matic®. The ideal phone for people who do a lot of calling, can't remember numbers, or just want to have emergency numbers available at the touch of a button. The *Touch-a-matic* is a handsome, modern phone that remembers up to 16 of your frequently called numbers and dials them for you when you push a button. It's available in a desk or wall model, and comes in ivory. Choose a face plate in one of nine decorator colors to match your decor. Choice of Touch-Tone® or rotary dial.

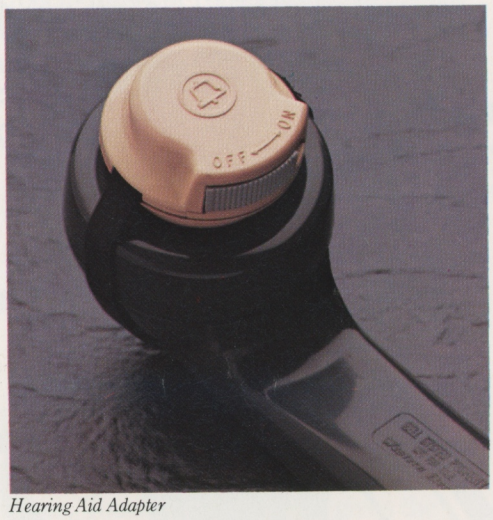
Speakerphone. By pushing a button, you can use your phone without having to hold the handset. Volume is adjustable.

Bellboy® Signaling Service. Keeps you in touch with your home or office wherever you may be in your area. The *Bellboy* is a pocket-size receiver that tells you with a soft tone signal when an important telephone message is waiting. You simply call from a nearby phone to get your message.

Bellboy®

Impaired Hearing Handset. An adjusting wheel on the handset amplifies the voice being received, to help people with impaired hearing.

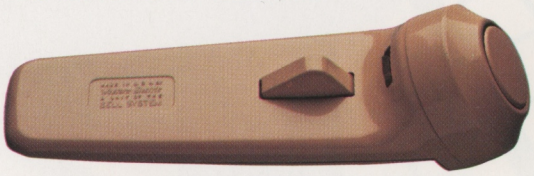
Weak Speech Handset. An adjusting wheel on the handset increases the volume of the speaker's voice. For the person with a very soft voice or impaired speech.



Hearing Aid Adapter

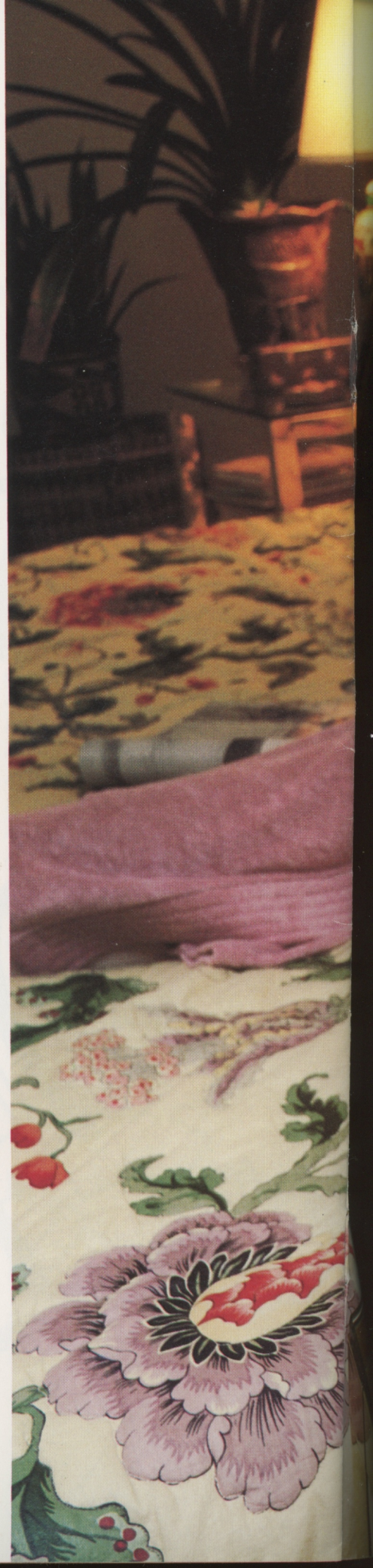
Hearing Aid Adapter. Enables persons with hearing impairments to use the telephone pickup option of their aids with Trimline® phones, some public telephones, and almost all non-Bell telephones in the United States and the rest of the world.

Electronic Artificial Larynx. A special device designed to produce audible speech for persons who have lost the use of their vocal cords.



Electronic Artificial Larynx

Special Phone Signals. Various loud signals, such as loud bells, tone ringers, horns and buzzers are available.



Touch-a-matic

POLICE
FIRE
DOCTOR
POISON CENTER
TIME
TEMPERATURE
BILLS FOLKS
JUNE'S FOLKS
JIM
DOTS & LARRY
CLIFF & BEV
JOE'S GARAGE
AUNT MARY
SKI REPORT
SAM'S PIZZA
RECORD ON
LAST NUMBER DIALED
RECORD OFF
touch a matic

THE FAMOUS STORE FOR FAMOUS PHONES.

Your PhoneCenter Store is your neighborhood place to see all that's new in telephones, and decide in person which is your favorite. You can choose from the many styles and colors on display.

Plus, your PhoneCenter Store saves you money. You save $5.00 on each telephone when you pick them up at your PhoneCenter Store and take them home yourself. And that's a good deal.

How does it work? Once you've looked over all the telephones, one of our Service Representatives will help you select the phones and services that best meet your needs. Then they'll give you your phones right on the spot, all neatly tucked into a sturdy shopping bag for you to take home.

If your residence is already equipped with our new modular outlets, you simply plug in your phones. If not, one of our installers will stop by and complete the necessary wiring.

A lot more than telephones.
Your PhoneCenter Store is a shopping center for phones, and also a complete telephone convenience center.

You can pay your bill here. Pick up a new or additional phone directory. Find information on how to get the most out of your telephone service. Get the facts on special telephone services, such as features for the handicapped, automatic dialing systems and a lot more.

We think you'll find the answer to any question about your telephone service at your neighborhood PhoneCenter Store. Come on in and see!

PhoneCenter Store

BE CHOOSEY